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On the cover: Sophia Loren meets the boy king. (See pages 102 and 134.) Photo by Harry Langdon. Tut mask from the Edward Marshall Boehm Collection in Bullock's Wilshire's Porcelain Room; pendant from the Museum Shop at the County Museum of Art.

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THE INSIDER

CONTINUED

Generous to a Fault?

KTTV's Chuck Ashman is getting ready to unveil a private audit of city councilman David Cunningham's expense report. According to Ashman, the audit will reveal that the city not only picked up the tab for a Houston hotel room that Cunningham never stayed in (the councilman canceled too late to get a refund), but it reimbursed him for cab fare and tips he spent in Houston the night he wasn't there. Ashman also charges that Cunningham has been reimbursed for two dinners on the same night in different cities and that he has spent \$1,000 on flowers sent to undisclosed persons by an undisclosed florist. Ashman will present his findings to city controller Ira Reiner and city attorney Burt Pines.

"Pssst...Want to Hear Some Anecdotal People News?"

Now that Roderick Mann is finally coming from the London *Sunday Express* to man the gossip beat at the L.A. *Times* (his green card was held up for over a year), the problem is what to call him. The sober-sided *Times* views the terms *gossip* and *gossip column* with disdain and so, according to associate editor Jean Sharley Taylor, Mann will be writing a thrice-weekly "anecdotal people column." What's the difference? "We didn't want typical gossip or hearsay," she explains. "Roddy" is known for his direct attribution.

The Grand Hotel Gets Dusty

Gene Autry's Golden West Broadcasters once operated the two premier independent news operations in town, KTLA-TV and KMPC radio. But when former CBS network head John Reynolds took over at KTLA, he cut the news staff to a shadow of its former prominence, leaving the field to the award-winning KMPC news staff—one of the largest and best equipped in the country. Three months ago, Reynolds took control of the radio division, too, and rumors began circulating that the news department was in trouble. Those fears seem to have been right on target. Art Kevin, one of the only investigative reporters in radio, was transferred to anchoring news shows, and Paul "Panther" Pierce, a 19-year veteran at the station, was fired as soon as he returned from a brief hospital stay. Mike Botula, a five-year hand, was also canned. He received his notice minutes after he returned from accompanying Pierce to the hospital in an ambulance.

A Star Is Born, Part II

The multitalented (just ask him) Jon Peters is apparently not satisfied with producing movies. Although he is currently filming *Eyes* in New York with Faye Dunaway and has several other film projects in the works, he recently signed a deal with CBS Records that allows him to discover and promote new talent for the company. He told *Variety* that the deal had no connection whatsoever with the fact that his good friend Barbra Streisand recently renewed her five-year contract with Columbia Records, another CBS company.

Not to be Worn by John Briggs' Campaign Staff

What do Oscar Wilde, Plato, Tchaikovsky, Montgomery Clift and Noël Coward have in common? A new T-shirt lists those names plus 100 or so other living and dead Hollywood celebrities, and though the shirt makes no statement, the implication is clear—so clear, in fact, that one star has already threatened Bloomingdales with a suit, causing the store to drop the item. So far, the shirt has been making limited appearances at select Hollywood parties and at least one of the people named on the shirt gives it out as a souvenir.

Next, Talking Cabbages

As you're getting used to commercials in motion-picture theaters you can gear up for another dose of hard sell—in your local supermarket. Newmedia, Inc., of New York is in negotiations to put together a network of supermarkets—including at least one major L.A. chain—to play a combination of commercials, consumer tips and Muzak-type music on the public address systems. According to the company's president, Tom Hill, manufacturers have already expressed an interest in reaching shoppers as they're pushing their carts down the aisle. The system should be reaching 10,000 supermarkets via satellite by mid-1978.